

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/23 thru 11/29. (prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY														
THIS WEEK							PREVIO	JS WEEK	(PREVIOUS YEAR				
	Feature Rate		15.1% of 22,500 stores			23	.0% of 22	2,500 sto	res	20.9% of 19,500 stores				
		X LA	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LARGE		LAR	GE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			20	0.99	10	1.79	450	1.41					
G	White 18 pack	40	2.50	60	2.27			1,240	2.17	10	1.79	1,210	1.56	
U	Brown 12 pack													
L	USDA GRADE A													
Ā	White 12 pack	10	1.48	640	1.32	10	1.72	660	1.35			800	1.23	
R	White 18 pack			650	2.43							130	1.49	
	Brown 12 pack			60	1.99									
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack			240	4.20	30	3.32	180	4.41	60	3.82	210	3.99	
E	OMEGA-3													
c	White 12 pack	80	2.99	400	2.55	60	3.22	360	2.47	320	2.99	500	2.60	
ĭ	Brown 12 pack			250	3.55			300	3.04	100	2.52			
A	CAGE-FREE													
L	White 12 pack			670	2.68			1,110	2.51	40	2.79	510	2.30	
T	Brown 12 pack			960	2.85			1,350	2.67			1,120	2.23	
Υ	VEGETARIAN FED													
	White 12 pack							150	2.79			190	2.00	
	Brown 12 pack			40	2.50			210	2.74			10	2.99	

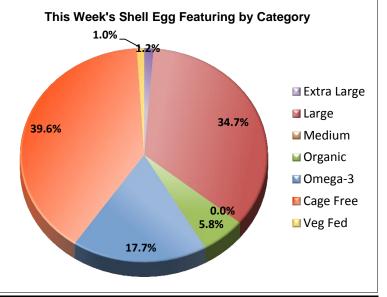
	ggs - Grade A or b	etter, avg. feature p	rice converted to \$/	dozen	
1.55					
1.50			1.49		1.47
1.45				1.41	
1.40	1.39	1.37			
1.35 Cot 19-25	Oct 26-Nov-01	Nov 02-08	Nov 09-15	Nov 16-22	Nov 23-29

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,480	2,370	2,150	Large Eggs on
Specialty	2,640	3,750	3,060	Nov-19-2012
Total (includes MD)	4,120	6,260	5,460	439.4
Special Rate 4/:	0.2%	6.7%	1.0%	down 17.8%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs declines as the Thanksgiving Day holiday s demand passes. As result of limited promotions, the average price of Grade A, or better, Large white eggs to consumers is sharply higher. Shoppers will have a difficult time looking for deals to replace eggs used in baking as the number of grocers offering "no price" incentives is very low. Specialty shell egg features are fewer in number again this week particularly cage free types eggs. Other specialty type eggs are maintaining a steady pace. Promotions for liquid shell egg products are fewer than in previous weeks. Advertisements for 64 ounce cartons of Egg Nog are very prevalent this ad cycle, however a sharp drop in promotions for 32 ounce cartons is causing an overall decline in feature activity.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		-	EAST U.S.				AST U.S.				WEST U.S.			
	. 5 . 1/	(CT,DE,MA,MD,ME,		. ,			C,SC,TN,VA,W\	,	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 11.2% of 4,000 sampled outlets Activity Index = 590 (includes Medium)					
Fe Ac	ature Rate 1/ tivity Index 4	30.5% of 4,400 s Activity Index = 1,53	sampled outlets				sampled outlets 0 (includes Med							
	•	EXTRA LARGE	•	RGE		LARGE	LAF	EXTRA LARGE LARGE						
	CLASS	Price Range Stores Avg 3/	Price Range	_	Price Range		Price Range	_	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
USDA	White 12 pack			-	0	5	<u> </u>	Ū	-	Ü				
GRADE	White 18 pack													
AA	Brown 12 pack													
	MEDIUM	White 12 pack				White 12 pack				White 12 pack				
	White 12 pack	1.48 10 1.48	1.28 - 1.50	40 1.41			1.00 - 1.50	230 1.42			0.55 - 1.29	300	1.20	
USDA	White 18 pack		1.99	130 1.99			2.59	430 2.59			1.98	40	1.98	
GRADE	Brown 12 pack		1.99	60 1.99										
Α	MEDIUM	White 12 pack				White 12 pack				White 12 pack				
		White 30 pack				White 30 pack				White 30 pack				
USE	OA ORGANIC													
s	White 12 pack													
D	Brown 12 pack		3.99 - 4.49	240 4.20										
E OMI	EGA-3													
С	White 12 pack	2.99 20 2.99	2.50 - 2.99	380 2.58							1.99	10	1.99	
1	Brown 12 pack		2.99 - 4.99	250 3.55										
A CAC	SE-FREE		0.50	440 0.50			0.40	400 0.57			0.00	400	0.00	
L	White 12 pack		2.59	140 2.59			2.49 - 3.00	400 2.57			3.00	100	3.00	
T	Brown 12 pack		2.99 - 3.99	260 3.28			2.49 - 3.00	600 2.64			3.00	100	3.00	
YVEG	ETARIAN FED													
	White 12 pack										2.50	40	2.50	
	Brown 12 pack	SOUTH CE	NTRAL U.S			SOLITHY	VEST U.S.			NODTU	2.50 WEST U.S.	40	2.50	
				· · · · · · · · · · · · · · · · · · ·										
	ature Rate 1/	(AR,AZ,CO,KS,LA				•	II, NV)			(AK,ID,MT,OR,WA,WY) 6.3% of 1,200 sampled outlets				
	tivity Index 2/	•	sampled outlets			•	ampled outlets							
AC	White 12 pack	Activity Index = 130	0.99	20 0.99	ACti	vity index = 100	(includes Medi	um)	Activity Index = 110 (includes Medium)					
USDA	White 18 pack		0.99	20 0.99	2.50	40 2.50	1.99 - 2.25	30 2.03			2.50	30	2.50	
GRADE	Brown 12 pack				2.50	40 2.50	1.99 - 2.25	30 2.03			2.50	30	2.50	
AA	MEDIUM	White 12 pack				White 12 pack				White 12 pack				
	White 12 pack	Write 12 pack	1.50 - 1.59	60 1.56		Wille 12 pack	1.00	10 1.00		Write 12 pack				
USDA	White 18 pack		2.59	50 2.59			1.00	10 1.00						
GRADE			2.00	00 2.00										
A	· ·	White 12 pack				White 12 pack				White 12 pack				
	MEDIUM	White 30 pack				White 30 pack				White 30 pack				
USE	A ORGANIC													
	White 12 pack													
S	Brown 12 pack													
РОМІ	EGA-3													
E C	White 12 pack				2.99	20 2.99			2.99	40 2.99	1.99	10	1.99	
1	Brown 12 pack				<u> </u>									
CAC	E-FREE									·			<u> </u>	
L	White 12 pack										3.49	30	3.49	
T	Brown 12 pack													
YVEG	ETARIAN FED													
	White 12 pack													
	Brown 12 pack													
Source	USDA Agricultur	ral Marketing Service, Poultry	Market News at	nd Analysis - (202) 720-6911	website: httr	·//www ame iis	da gov/nymark	etnews htm				2 of 3	

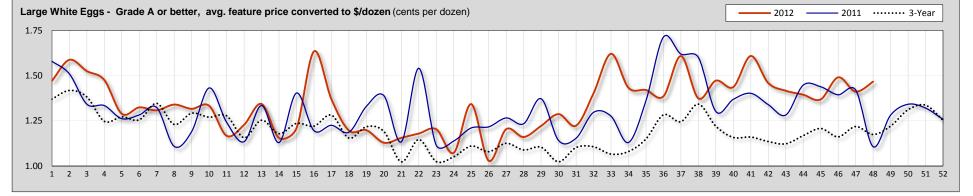
USDA

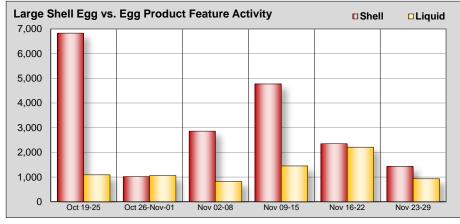
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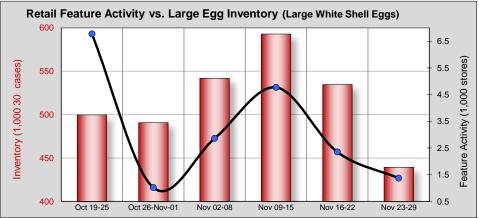
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/23 thru 11/29.

(prices in dollars per carton)

														•	
EGG	THIS	LAST	LAST	NORTH	1EAST	SOUTH	IEAST	MIDW	FST	SOUTH	SOUTH CENTRAL		SOUTHWEST		WEST
PRODUCTS	WEEK	WEEK	YEAR	HORTILAGI		OCCITICACI		WIIDWEST		300111 OLIVINAL		OCCITIVEO		NORTHWEST	
1/ Feature Rate	Rate 2.8% 16.3% 4.0% 7.2% of 4,400 sampled		5.1% of 6,000 sampled		0.1% of 4,000 sampled		0.3% of 4,000 sampled		0.3% of 4,000 sample		0.0% of 2,	900 sampled	0.0% of 1,20	0 sampled	
2/ Activity Index	dex 930 2,210 1,860 Activity Index = 440		dex = 440	Activity Index = 410		Activity Index = 10		Activity Index = 10		Activity Index = 20		Activity Index = 40			
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	800 2.49	1,760 2.48	1,380 2.69	2.50 - 2.99	370 2.88	2.00 - 2.50	410 2.13	2.50	10 2.50	2.69	10 2.69				
32 oz. crtn	130 4.18	450 4.19	110 4.87	3.99 - 5.99	70 5.62							2.5	0 20 2.50	2.50	40 2.50
3 - 4 oz. cup			370 2.99												
2 - 8 oz. cup															
EGG NOG	THIS	LAST	LAST	NODTI	JEACT	SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
EGG NOG	WEEK	WEEK	YEAR	NORTHEAST		SOUTHEAST		WIIDWEST		3001H CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	16.7%	33.9%	12.1%	30.1% of 4,4	00 sampled	7.4% of 6,0	00 sampled	9.6% of 4,00	00 sampled	11.5% of 4,0	00 sampled	21.3% of 2	900 sampled	43.3% of 1,20	00 sampled
2/ Activity Index	3,920	4,860	3,740	Activity Inc	dex = 1,470	Activity Index = 470		Activity Index = 470		Activity Index = 460		Activity Index = 600		Activity Index = 450	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3	Price Range	StoresAvg 3/
32 ounce	820 2.52	2,500 2.46	2,240 2.37	1.99 - 3.15	330 2.93	1.99 - 2.88	150 2.12	1.50 - 3.99	190 2.37	1.59 - 2.88	100 2.05	2.49 - 3.0	0 50 2.59		
64 ounce	3,100 3.68	2,360 3.69	1,500 3.60	2.99 - 4.49	1,140 4.17	1.69 - 3.79	320 3.06	1.89 - 5.99	280 3.50	3.49	360 3.49	3.4	9 550 3.49	2.99 - 3.49	450 3.35







Note: See page 1 for explanatory notes.